

# CableFAX Daily™

Wednesday — March 24, 2010


What the Industry Reads First

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## Off Kilter: IFC Rebrands, Launches More Scripted Series

IFC is still home for indie movies, but it's launching a rebrand this month that will broaden its definition to a home for original and acquired content that fits its new tagline, "Always On. Slightly Off." It's been a gradual evolution over the past 5 years, with shows like comedy series "The Whitest Kids U Know," thriving on the channel. "The type of independent film we showcase is very different from what you see on [sister net] **Sundance Channel**," said *Jennifer Caserta*, IFC evp & gm. "The shows that we've announced and done over the past 5 years have been an evolution from independent film. The commonality between them is built on this indie perspective that has transcended film and moved over to other areas of culture, like music, comedy, gaming. And that's what our audience has been responding to." Newly announced shows have an emphasis on scripted comedy, with IFC premiering "The Increasingly Poor Decisions of Todd Margaret," *David Cross* and *Will Arnett's* 1st series together since "Arrested Development" (debuts fall). Set to debut in 1Q11 is "Onion News Network," based on the popular fake newspaper and Website. IFC also acquired "Kids in the Hall: Death Comes to Town," a "Kids in the Hall" reunion series (Aug) and satirical zombie horror series "Dead Set" (Oct). The new brand and look (new colors, graphics, etc) will bow this month, with IFC looking to better reflect the attitude of its 70% male audience. "One of the filters we use for everything we do is called 'sharp, cool, twisted,'" Caserta said. "Sharp speaks to the intelligence. Cool speaks to the relevance and twisted—that's the slightly off." That helps explain original animated series in development, "I Love the A.D.'s (wt)," which takes place during *Jesus'* early 20s while he's trying to figure out what to do with his life.

**More Broadband:** Several cable operators, **NCTA**, **AT&T**, **Dell** and others have created **The Digital Adoption Coalition** to spur broadband adoption. **One Economy**, a global nonprofit, filed an application with NTIA on Mar 15 on behalf of the coalition for funding through the Broadband Technology Opportunities Program to support digital literacy training, discounted computers, and project administration. The Coalition said it would work with **HUD** to increase broadband outreach efforts in public housing, project-based Section 8 properties and multi-family assisted communities. If the funding is approved, the group said its efforts would improve broadband access, service and technology in approximately 250K low-income HHs nationwide. Cable members include **BendBroadband**,



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**Bresnan, Bright House, Cablevision, Charter, Comcast, Cox, Eagle, Mediacom, Sjoberg's Cable, Suddenlink, US Cable and Time Warner Cable.**

**Wireless:** Clearwire named 7 additional markets that will see its 4G service launch this year—L.A., Miami, St Louis, Cincinnati, Cleveland, Pittsburgh and Salt Lake City—and said additional cities will be announced later this year. It currently provides the service in 27 markets, with plans to reach 120mln people by year-end. Clearwire also announced 4G service for the forthcoming Apple iPad.

**In the Courts:** The 3rd Circuit Court of Appeals vacated its stay of FCC media ownership rules, allowing pending appellate challenges to the FCC's '07 media ownership decision to move forward. -- DISH has countersued DirecTV over TV spots. Both are claiming the other is running false and misleading advertisements. No signs of giant, inflatable pigs (yet).

**On the Hill:** It was all healthcare, all the time Tues with the Sen Commerce Committee's hearing on the FCC National Broadband Plan abruptly canceled (2 minutes after it was supposed to start and with FCC chmn Julius Genachowski ready to testify). No word on why, but there's apparently a hold on everything not related to healthcare.

**At the Portals:** Free Press, Consumer Federation of America, ACA and Consumers Union are backing Media Access Project's request for a 45-day extension to file petitions and comments in the proposed Comcast-NBCU transaction. Participation in several FCC proceedings with rapidly approaching deadlines will drain their resources, the groups told the Commission. CWA is also supporting a 45-day extension, citing the complexity of the deal.

**Carriage:** Ah, the fruit of Comcast and MASN settling the programmer's FCC program carriage complaint (Cfax, 12/29)... The MSO adds the net on expanded basic in Harrisburg, PA, and surrounding areas on Mar 31. It also will carry MASN 2, MASN HD and MASN 2 HD. -- Looks like we may know a little bit more about Disney-Cablevision's agreement this month that returned ABC7 on the air. No one is talking about the terms of the deal, but ESPNU joined the MSO's lineup in SD and HD Tues. Cablevision also added several Disney titles to its free HD line-up: Disney Channel HD, ABC Family HD, Disney XD HD and ESPNEWS HD. The channels appeared in some areas Tues and were to launch across the entire footprint by Thurs.

**Upfronts:** Hallmark Channel announced 24 original movies in 2011 alone, with upcoming titles including "Fairfield Road" (a young politician loses everything in single day of bad luck) and "After the Fall" (a serious accident leaves a champion horseback rider temporarily paralyzed).

**Online:** Here's a stat worth noting. For the 1st time ever, weekly Internet usage of online Canadians has moved ahead of the number of hours spent watching TV, reports an Ipsos study. It found that our neighbors to the north are now spending more than 18 hours a week online vs 16.9 watching TV. Meanwhile, Americans increased their overall media usage and media multitasking, Nielsen's latest Three Screen Report found. In 4Q09, simultaneous use of the Internet while watching TV reached 3.5hrs/month, up 35% from the previous Q.

**Ratings:** The debut of "Life" on Discovery was the week's most-watched program on cable. It was the net's most-watched premiere since "Walking with Dinosaurs" and "Raising the Mammoth" in '00. Life averaged a 5.24 HH rating and delivered a gross average audience of 9.4mln. 33.8mln viewers tuned in for some of it. -- Versus averaged

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1.23mln viewers and a 1.1 national HH rating for its 1st ever live Ultimate Fighting Championship telecast Sun.

**Programming:** TCM's latest "Race and Hollywood" festival explores Native American images on film. A collection of 29 films will air on Tuesdays and Thursdays throughout the month of May, including "One Flew Over the Cuckoo's Nest" and "Dances with Wolves." -- *Jerry Springer* will host GSN's "Baggage," a dating show in which contestants reveal their baggage upfront (debuts Apr 19, 6:30pm).

**Show Biz:** The Cable Show is going big with this year's interactive showcase, dubbing it "My World—Powered by Cable" (May 11-13, L.A.). The 27K sq-foot, built-to-resemble-a-movie-studio lot will include homes, schools, parks and businesses. It's produced by NCTA in cooperation with Time Warner Cable (the cable system op in L.A.), programmers, tech vendors and other select partners. Demos include: 3DTV, Tru2way, TV Everywhere and WiMax mobile broadband. Plans are underway for a mobile app that will let attendees use interactive maps on their Smartphones to navigate My World.

**People:** Bob Walker was named evp, marketing and cross platform dev for The Weather Channel Companies. He is the former pres, gm of WXIA-TV and WATL-TV in Atlanta.

## CableFAX Daily Stockwatch

Company	03/23 Close	1-Day Ch	Company	03/23 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	35.54	(0.01)	AMPHENOL:	42.25	(0.71)
DIRECTV:	34.00	0.00	AOL:	25.92	0.18
DISH:	20.81	(0.14)	APPLE:	228.36	3.61
DISNEY:	34.01	0.06	ARRIS GROUP:	12.24	0.07
GE:	18.33	0.26	AVID TECH:	14.23	(0.06)
NEWS CORP:	16.74	0.14	BIGBAND:	3.33	0.00
<b>MSOS</b>					
CABLEVISION:	23.49	(0.04)	BLNDER TONGUE:	1.15	0.02
COMCAST:	18.09	0.31	BROADCOM:	34.20	0.11
COMCAST SPCL:	17.28	0.37	CISCO:	26.64	0.36
GCI:	5.83	0.13	CLEARWIRE:	7.87	0.09
KNOLGY:	13.96	0.06	COMMSCOPE:	29.56	(0.14)
LIBERTY CAPITAL:	34.62	0.23	CONCURRENT:	5.41	0.02
LIBERTY GLOBAL:	28.95	0.46	CONVERGYS:	12.94	0.18
LIBERTY INT:	14.83	(0.03)	CSG SYSTEMS:	21.77	(0.02)
MEDIACOM:	5.97	(0.04)	ECHOSTAR:	19.75	(0.04)
RCN:	15.18	0.03	GOOGLE:	549.00	(8.5)
SHAW COMM:	19.77	0.11	HARMONIC:	6.49	0.01
TIME WARNER CABLE:	49.16	(0.01)	INTEL:	22.67	0.43
VIRGIN MEDIA:	17.11	0.08	JDSU:	11.33	0.26
WASH POST:	449.35	(0.44)	LEVEL 3:	1.73	0.02
<b>PROGRAMMING</b>					
CBS:	14.26	0.19	MICROSOFT:	29.88	0.28
CROWN:	2.02	0.03	MOTOROLA:	7.35	0.09
DISCOVERY:	33.35	0.17	OPENTV:	1.54	0.00
GRUPO TELEVISA:	21.04	0.05	PHILIPS:	33.42	0.39
HSN:	30.35	1.35	RENTRAK:	20.81	0.00
INTERACTIVE CORP:	23.87	0.05	SEACHANGE:	7.59	0.15
LIBERTY:	37.47	0.33	SONY:	40.44	1.60
LIBERTY STARZ:	52.00	0.83	SPRINT NEXTEL:	3.83	0.12
LIONSGATE:	5.99	0.17	THOMAS & BETTS:	38.71	0.48
LODGENET:	7.00	0.57	TIVO:	16.18	(0.49)
NEW FRONTIER:	1.95	(0.01)	TOLLGRADE:	6.29	(0.3)
OUTDOOR:	6.74	0.07	UNIVERSAL ELEC:	23.66	(0.04)
PLAYBOY:	3.70	0.15	VONAGE:	1.38	0.01
RHI:	0.28	(0.01)	YAHOO:	16.03	(0.31)
SCRIPPS INT:	42.46	0.74	<b>TELCOS</b>		
TIME WARNER:	31.29	0.01	AT&T:	26.55	0.15
VALUEVISION:	3.18	0.18	QWEST:	5.36	0.19
VIACOM:	34.65	0.50	VERIZON:	30.98	0.33
WWE:	17.24	0.02	<b>MARKET INDICES</b>		
<b>TECHNOLOGY</b>					
3COM:	7.64	0.00	DOW:	10888.83	102.94
ADC:	7.49	(0.04)	NASDAQ:	2415.24	19.84
ADVANTAGE:	2.18	(0.06)			
ALCATEL LUCENT:	3.22	(0.02)			
AMDOCS:	30.52	0.32			

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